

How Your Patients Can Use CareCredit

In today's insurance environment many patients face high out-of-pocket expenses, including deductibles and co-insurance, that can be an obstacle to getting the treatment they really want and need. The CareCredit credit card provides a convenient payment solution that helps patients fit out-of-pocket expenses into their monthly budget.



How your patients can use CareCredit:



If approved, they can immediately use their CareCredit card account to pay deductibles, copays, coinsurance, procedures and more.



They can use their card and choose a promotional financing option on purchases of \$200 or more.*



You get paid in two business days, with no responsibility if the cardholder delays or defaults.†



They can use their CareCredit card at every visit without re-applying* — so they're always prepared with a way to pay.

Cardholders can use CareCredit at locations in the network for:

- Therapeutic Exercise
- Spinal Traction
- Soft Tissue Manual Therapy
- Hydrotherapy
- Muscle Stimulation
- Transcutaneous Electric Nerve Stimulation (TENS)
- Therapeutic Ultrasound
- Ice and Heat Therapy
- Diet and Nutritional Counseling
- Lifestyle Modification Counseling

* Subject to credit approval. Minimum monthly payments required. See carecredit.com for details.

† Subject to the representations and warranties in your Agreement with CareCredit, including but not limited to only charging for services that have been completed or will be completed within 30 days of the initial charge, always obtaining the consumer or client's signature on in-office applications and the cardholder's signature on the printed receipt.

Why Add CareCredit as a Payment Option?

Accepting the CareCredit credit card helps patients move forward with care.

With the CareCredit healthcare credit card, you can provide patients a variety of promotional financing options* with monthly payments, which may make your patients' decisions to proceed with care a lot easier.

What Makes CareCredit Different?



Helps improve billing and patient payment process:

- Your practice gets paid within 2 business days
- Helps reduce A/R and improve revenue cycle management
- Frees up staff time — no need for billing and collecting payment



Attract new patients

CareCredit has more than 12 million cardholders with many who actively search for practices that accept CareCredit. Plus, an average of 203,000 new accounts open every month.



Provide patients a complete healthcare financing solution

Patients can use CareCredit at over 240,000 enrolled locations nationwide including chiropractic care, dentistry, cosmetic and veterinary care.



Increase patient retention and loyalty

When patients have a dedicated financial resource, it may make it easier for them to return for ongoing care or additional healthcare needs.



94%

of cardholders rate CareCredit a good, very good or excellent value.**



Half

of cardholders said they would have postponed or not moved forward with the complete recommendation if CareCredit had not been available.**



95%

of cardholders would recommend CareCredit to a friend.**

Ready to enroll? Call **800-300-3046 (press 5)** to get started today!
Or, visit **www.carecredit.com/enroll**.

To learn more, call your Practice Development Team at **800-859-9975 (press 1, then 6)** or go to **www.carecredit.com/contact**.

* Subject to credit approval. Minimum monthly payments required. See www.carecredit.com for details.

** Cardholder Engagement Study, Q2 2019.



3 Misperceptions About CareCredit

1

THE TRANSACTION FEE REDUCES MY PROFIT.

CareCredit's transaction fees are typically higher than other companies, but the average transaction of patients using CareCredit is significantly higher than with other tender types. In fact, CareCredit cardholders have a **6.5X higher average ticket** than spending on a general purpose credit card.¹

Yes, it costs the practice a transaction fee when customers choose to use CareCredit to pay for their health needs. Most practices accept general purpose credit cards, which also charge a transaction fee. CareCredit's transaction fees are typically within a small percentage of other credit card companies.

The difference is with CareCredit customers can take advantage of promotional financing. And when they do, the average ticket is significantly higher than the industry average. Many of your colleagues have found the incremental revenue far outweighs the incremental cost.

2

IT TAKES TOO MUCH TIME.

Most teams find discussing CareCredit is easy and takes just minutes.

Patients can apply privately using their smartphone while they are in office. Credit decisions are immediate and, if approved, help increase the patient's purchasing power. CareCredit offers free resources and training to help you and your team integrate promotional financing into your payment discussions.

3

PATIENTS MAY NOT WANT ANOTHER 'CREDIT CARD.'

With the CareCredit credit card, patients have a financial resource they can use to return to their provider for ongoing care. And, a significant percentage of our cardholders may initially use CareCredit for their dental or veterinary needs and then seek providers who accept CareCredit for other healthcare services — from chiropractic care to cosmetic procedures.

Patients appreciate and value CareCredit. 94% of CareCredit cardholders surveyed rate the healthcare credit card as a good to excellent value and 95% would recommend it to a friend.*

Frequently Asked Questions



1

WHAT KINDS OF CARE CAN THE CARECREDIT CREDIT CARD PAY FOR?

The more than **12 million** cardholders can use the CareCredit credit card at locations in the CareCredit network for a wide range of health and wellness expenses, including chiropractic care, hearing, dental and more. They can use CareCredit to pay for deductibles, co-pays and other costs not covered by insurance.*

2

IS CARECREDIT A MEDICAL INSURANCE POLICY OR FSA/HSA ACCOUNT?

No. CareCredit is a healthcare credit card, and it does not replace medical insurance policies or FSA/HSA accounts. It is intended to help cardholders pay for out-of-pocket expenses that are incurred beyond their health plan or FSA/HSA accounts.

3

HOW DO I KNOW MY PATIENTS WILL LIKE CARECREDIT?

You can be confident that your patients will use and appreciate CareCredit. In fact, **89%** of cardholders who used CareCredit said they are likely, or very likely, to use their CareCredit credit card again.¹

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FAQs and
Resources
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